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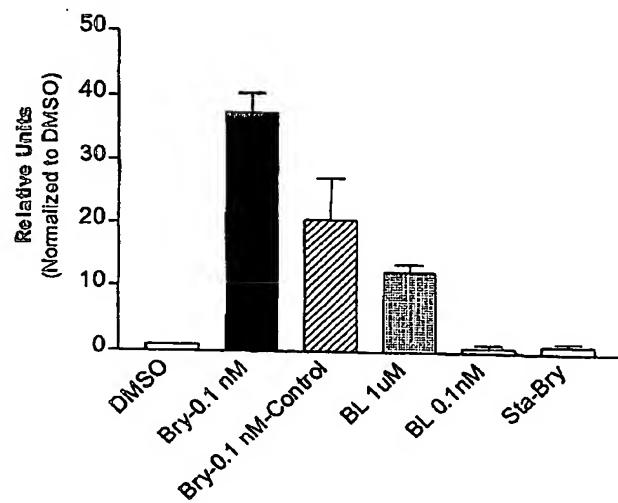
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(54) Title: PKC ACTIVATION AS A MEANS FOR ENHANCING sAPP $\alpha$  SECRETION AND IMPROVING COGNITION USING BRYOSTATIN TYPE COMPOUNDSsAPP- $\alpha$ (57) Abstract: The present invention relates to compositions and methods to modulate  $\alpha$ -secretase and/or to improve cognitive ability. The invention further relates the improved/enhanced cognitive ability in diseased individuals, particularly Alzheimer's Disease patients, and treatment thereof through increased sAPP production. Macrocyclic lactones (i.e. bryostatin class and neristatin class) are compounds preferred for use with the present composition. The present invention also provides methods for increasing the generation of non-amyloidogenic soluble APP comprising the activation of protein kinase C (PKC) by administering an effective amount of PKC activator(s).

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